

# Jon Robison

GVP, Global Field Marketing

**Rimini Street**



Mr. Robison is a marketing and communications leader in the technology industry, with a distinguished, 25-year track record of driving transformation, growth, and brand eminence across highly competitive global markets and industries. Mr. Robison has successfully worked in a broad range of technology companies, including Fortune 25, small and medium sized public and private companies, as well as start-ups. Additionally, Mr. Robison has extensive international business experience, having lived and worked in Asia for over 8 years.

As the Group Vice President for Global Field Marketing, Mr. Robison is responsible for leading the regional teams globally that build and execute integrated marketing initiatives to build pipeline, grow revenue, and amplify the company brand for each region, as well as for the overall company.

Prior to Rimini Street, Mr. Robison was a senior marketing and communications executive at IBM, having served in several key leadership positions, including the Chief Marketing Officer for IBM Japan, Chief Marketing Officer for IBM's Greater China Group (China, Hong Kong, and Taiwan), and Vice President of Global Demand Generation for IBM's Software business unit.

Previously, Mr. Robison held other senior executive marketing and communication positions in the enterprise software industry, including Executive Director of Marketing for Ascential Software and Vice President of Product Marketing for Mercator Software. Earlier in his career, Mr. Robison spent several years at Price Waterhouse, providing accounting and financial consulting services for clients.

Mr. Robison holds a Master of Business Administration degree from Brigham Young University and a Bachelor of Science degree in accounting from Brigham Young University.

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## ABOUT RIMINI STREET

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